

## Examples of our marketing activities and the legal bases for processing

Activity	Description	Legal basis for processing
Animal Matters magazine	We will provide our supporters and pet services users with at least one copy of this magazine each year	<i>The legal basis for processing is legitimate interest</i>
Fundraising activity	From time to time Wood Green may send you information about how you can help the charity with a one-off or regular donation	<i>The legal basis for processing is legitimate interest</i>
Leaving a Legacy	We may contact you to explain how you can leave a legacy to Wood Green.	<i>The legal basis for processing is legitimate interest</i>
Telemarketing	We may call you to discuss making a donation or to gather Gift Aid consent where we don't have it. In all cases where we call you, we will explain how you can opt-out of calls from Wood Green	<i>The legal basis for processing is legitimate interest and consent</i>
Events	From time to time we may invite you to events held by Wood Green which may be of interest to you, for example our President's day.	<i>The legal basis for processing is legitimate interest and consent</i>
e-Newsletters	We will email supporters, pet services users and enquirers newsletters focussing on pet care and animal support	<i>The legal basis for processing is consent</i>
Surveys	We sometimes survey a selection of our supporter and website visitor database to find out more about your experience of engaging with Wood Green	<i>The legal basis for processing is legitimate interest</i>
Website optimisation	The device-level information we automatically gather about you allows us to optimise the speed and performance of the website for you	<i>The legal basis for processing is legitimate interest</i>
Web analytics	We use cookies and the device-level personal information to build a profile of your use of the site, including any transactions that you make, so that we can personalise our communications to you, and to improve your website visits. To	<i>The legal basis for processing is legitimate interest</i>

	find out more please see our <a href="#">Cookie Policy</a> .	
Business insight	Your personal data, transaction history and use of pet services may be used in our business insight platform. We use this application to gain detailed insight into how to improve our service offering to you, and to also create statistical models to predict your likely donation intentions in the future. You can request that your data is removed from this business insight process in the <a href="#">preference management centre</a> or by contacting our supporter care team on 0300 303 9333	<i>The legal basis for processing is legitimate interest</i>
Rehoming a Pet	If you have registered to rehome a pet from us we will use the information you provide us with to help find you the right animal and to provide you with aftercare services once you have rehomed a pet	<i>The legal basis for processing is contract</i>
Intake of a Pet	If you have contacted us for pet adoption, we will use the information you provide to establish how we can best look after your pet while it is in our care, to assess how we might safely and permanently rehome your pet	<i>The legal basis for processing is contract</i>
Reporting lost or Pets	To register details of lost or found pets for the purpose of reuniting owners with their Pet	<i>The legal basis for processing is contract</i>
Volunteering	To enable Wood Green to recruit volunteers and foster carers, to support and train volunteers and to enable us to communicate with volunteers regarding their volunteering work	<i>The legal basis for processing is contract</i>
Retail trading and online purchases	To fulfil orders for good and services and to keep you up to date on retail Gift Aid donations.	<i>The legal basis for processing is contract</i>
Enquiries	To enable Wood Green to record, consider, and reply to your enquiries	<i>The legal basis for processing is consent</i>

Wood Green Privacy Policy – Legal Bases for Processing 10<sup>th</sup> July 2018